

# Comparisons of Job Characteristics

**Focus Occupation: Retail Salespersons (41-2031)**

**Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)**

Compare Knowledge

Compare Skills

Compare Abilities

Compare Detailed Work Activities

Compare Tools and Technologies

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 92

**Focus Occupation: Retail Salespersons (41-2031)**

**Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)**

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Sales and Marketing	5.2	19.9	13.4	<<	Extensive education and/or training may be required
Customer and Personal Service	11.3	17.1	16.6	0	Current knowledge level may be sufficient
Mathematics	9.2	14.2	8.7	<<	Extensive education and/or training may be required
Administration and Management	8.4	12.6	7.9	<<	Extensive education and/or training may be required
Economics and Accounting	4.4	9.7	4.3	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 96

**Focus Occupation: Retail Salespersons (41-2031)**

**Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)**

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Speaking	10.8	13.8	11.1	<	A higher skill level may be required
Active Listening	11.0	13.7	11.9	<	A higher skill level may be required
Negotiation	6.8	12.3	10.8	<	A higher skill level may be required
Persuasion	7.4	12.3	12.2	0	Current skill level may be sufficient
Social Perceptiveness	9.1	11.6	9.8	<	A higher skill level may be required

Service Orientation	7.9	10.7	11.8	>	Skill level is likely sufficient
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The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 94			
Focus Occupation: Retail Salespersons (41-2031) Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	14.9	13.4	<	Some improvement in abilities may be required
Oral Comprehension	12.5	14.4	13.7	0	Current ability level may be sufficient
Speech Clarity	10.2	13.1	12.1	0	Current ability level may be sufficient
Speech Recognition	9.9	12.8	11.5	<	Some improvement in abilities may be required
Written Comprehension	11.0	12.3	9.6	<	Some improvement in abilities may be required
Written Expression	9.8	11.1	8.7	<	Some improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 83
Focus Occupation: Retail Salespersons (41-2031) Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products(41-4012)		
Work Activities	Exclusivity of Activity	
Advise clients or customers	19	
Answer customer or public inquiries	41	
Arrange merchandise display	76	
Assemble advertising displays	87	
Demonstrate goods or services	76	
Identify best product for customer's needs	92	
Maintain records, reports, or files	5	
Obtain information from individuals	24	
Provide customer service	14	
Sell merchandise	65	
Stock or organize goods	70	
Use computers to enter, access or retrieve data	3	
Use knowledge of sales contracts	80	
Use sales techniques	75	

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Tools and Technologies that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 59

**Focus Occupation: Retail Salespersons (41-2031)**

**Associated Occupation: Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)**

Tools and Technologies	Exclusivity
Business function specific software	1
Computers	1
Content authoring and editing software	1
Data management and query software	1
Finance accounting and enterprise resource planning ERP software	2
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.